



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952974-1	09/23/12	September 2012	08/27/12 - 09/23/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL EST 12065	12065

Flight Dates	Order #	Alt Order #
09/19/12 - 09/23/12	952974	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/19/12	09/23/12	WPBF News 25 @ 5am	5-530am	--WTF--	:30	3	\$180.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$180.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	5:07 AM	WPBF News 25 @ 5am	5-530am	:30	LFPT-101H	\$180.00 NM
2	WPBF	Th	09/20/12	5:13 AM	WPBF News 25 @ 5am	5-530am	:30	LFPT-101H	\$180.00 NM
3	WPBF	F	09/21/12	5:10 AM	WPBF News 25 @ 5am	5-530am	:30	LFPT-101H	\$180.00 NM
2	09/19/12	09/23/12	WPBF News 25 Mornings	5:30-5:57am	--WTF--	:30	3	\$150.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	09/19/12	5:30 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFPT-101H	\$150.00 NM
1	WPBF	Th	09/20/12	5:38 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFPT-101H	\$150.00 NM
2	WPBF	F	09/21/12	5:30 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFPT-101H	\$150.00 NM
3	09/19/12	09/23/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$200.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	LFPT-101H	\$200.00 NM
1	WPBF	Th	09/20/12	6:42 AM	WPBF News 25 Mornings	6-7AM	:30	LFPT-101H	\$200.00 NM
3	WPBF	F	09/21/12	5:58 AM	WPBF News 25 Mornings	6-7AM	:30	LFPT-101H	\$200.00 NM
4	09/19/12	09/23/12	Good Morning America	7-9AM	--WTF--	:30	3	\$250.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	9:00 AM	Good Morning America	7-9AM	:30	LFPT-101H	\$250.00 NM
3	WPBF	Th	09/20/12	8:29 AM	Good Morning America	7-9AM	:30	LFPT-101H	\$250.00 NM
2	WPBF	F	09/21/12	8:41 AM	Good Morning America	7-9AM	:30	LFPT-101H	\$250.00 NM
5	09/19/12	09/23/12	Sat 8-9am News	Sat 8-9am	-----S-	:30	1	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	1	\$225.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Frankel/D/Congress		FRANKEL EST 12065	12065

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6	09/19/12	09/23/12	Sun 6-7am News Class of Time - Pre-emptible with notice	Sun 6-7am	-----S	:30	1	\$90.00	NM																																																								
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7	09/21/12	09/21/12	Dr. Oz M-F 9-10a Class of Time - Pre-emptible with notice	9-10a	----F--	:30	1	\$160.00	NM																																																								
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8	09/20/12	09/21/12	10-11a Anderson Cooper 10-11a Class of Time - Pre-emptible with notice	10-11a	---TF--	:30	2	\$175.00	NM																																																								
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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

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Advertiser	Product	Estimate Number
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www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	09/19/12	09/21/12	WPBF News 25 @ 6:00P/6-6:30PM		--WTF--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	LFPT-101H	\$500.00 NM
13	09/19/12	09/21/12	Jeopardy	7:30-8PM	--WTF--	:30	3	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	--WTF--	3	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	7:35 PM	Jeopardy	7:30-8PM	:30	LFPT-101H	\$1,700.00 NM
3	WPBF	Th	09/20/12	7:35 PM	Jeopardy	7:30-8PM	:30	LFPT-101H	\$1,700.00 NM
2	WPBF	F	09/21/12	7:35 PM	Jeopardy	7:30-8PM	:30	LFT-103H	\$1,700.00 NM
14	09/19/12	09/19/12	Wed ABC Prime C	10-11PM	--W----	:30	1	\$1,275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	--W----	1	\$1,275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	10:37 PM	Wed ABC Prime C	10-11PM	:30	LFPT-101H	\$1,275.00 NM
15	09/20/12	09/20/12	Thur ABC Prime B	9-10PM	---T---	:30	1	\$1,625.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	---T---	1	\$1,625.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/20/12	9:23 PM	Thur ABC Prime B	9-10PM	:30	LFPT-101H	\$1,625.00 NM
16	09/21/12	09/21/12	Fri ABC Prime A	8-9PM	----F--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	----F--	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	7:58 PM	Fri ABC Prime A	8-9PM	:30	LFT-103H	\$1,000.00 NM
17	09/19/12	09/21/12	M-SUN WPBF News 25 @ 11-11:35PM		--WTF--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	--WTF--	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	09/19/12	11:32 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFPT-101H	\$500.00 NM
2	WPBF	Th	09/20/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFPT-101H	\$500.00 NM
1	WPBF	F	09/21/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-103H	\$500.00 NM
18	09/22/12	09/22/12	M-Sun 1130p-12am Late	1130p-1205am	-----S-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----S-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	12:32 AM	M-Sun 1130p-12am Late News	1130p-1205am	:30	LFPT-101H	\$400.00 NM
LR - Football									
19	09/23/12	09/23/12	Sun 11:35pm Late News	1135p-12am	-----S	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----S	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	11:55 PM	Sun 11:35pm Late News	1135p-12am	:30	LFT-103H	\$275.00 NM
20	09/22/12	09/22/12	Sat 6-7am News	Sat 6-7am	-----S-	:30	2	\$110.00	NM
Class of Time - Pre-emptible with notice									



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952974-1	09/23/12	September 2012	08/27/12 - 09/23/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL EST 12065	12065

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	09/22/12	09/22/12	Sat 6-7am News	Sat 6-7am	-----S-	:30	2	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	2	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	6:14 AM	Sat 6-7am News	Sat 6-7am	:30	LFPT-101H	\$110.00 NM
2	WPBF	Sa	09/22/12	6:37 AM	Sat 6-7am News	Sat 6-7am	:30	LFT-103H	\$110.00 NM
21	09/23/12	09/23/12	GMA Sunday 7-8am	Sun 7-8am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	7:57 AM	GMA Sunday 7-8am	Sun 7-8am	:30	LFT-103H	\$225.00 NM
22	09/22/12	09/22/12	Sat 7pm News	7-730pm	-----S-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	7:35 PM	Sat 7pm News	7-730pm	:30	LFT-103H	\$400.00 NM
LR - Football									
23	09/22/12	09/22/12	Sat 5-6am News	Sat 5-6am	-----S-	:30	1	\$65.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	1	\$65.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	5:42 AM	Sat 5-6am News	Sat 5-6am	:30	LFT-103H	\$65.00 NM
<b>Total Spots</b>							<b>42</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$18,280.00</b>
<u>Agency Commission</u>	<b>\$2,742.00</b>
<u>Net Amount Due</u>	<b>\$15,538.00</b>